

**Audience Summary**  
**1994 June Competitive Direct Program**

Winston Smokers		Doral Smokers	
✓ Responders to Cambridge	( 6,299)	✓ Responders to Cambridge	(59,894)
February Volume Direct		February Volume (coupon) Direct	
✓ Responders to 1992 or 1993	(19,964)	✓ Responders to 1992 or 1993	(10,225)
Media/ Retail Programs		Media/ Retail Programs	
✓ Winston Smokers with	(25,011)	✓ Doral Smokers with	(43,314)
Cambridge Consideration Set		Cambridge Consideration Set	
mentions <u>and</u> Coupon Usage of		mentions <u>and</u> Coupon Usage of	
3+ times		3+ times	
✓ Other Winston Smokers with	(36,395)	✓ Other Doral Smokers with	(31,559)
Cambridge Consideration Set		Cambridge Consideration Set	
mentions		mentions	
Quantity: 87,669		Quantity: 144,992	

Other Competitive Smokers	
✓ Responders to Cambridge	(31,574)
February Volume (coupon) Direct	
✓ Responders to 1992 or 1993	(57,939)
Media/ Retail Programs	
✓ Other Competitive Smokers with	(103,719)
Cambridge Consideration Set	
mentions <u>and</u> Coupon Usage of	
3+ times	
• Other Full-Margin Competitive	(96,336)
Smokers with Cambridge	
Consideration Set mentions	
Quantity: 289,568	

87.7

289.6  
145.0  
434.6  
87.7  
522.3

Priority	Audience	Quantity
1	• All Responders to Cambridge Direct	97,767
2	• All Responders to Cambridge Media/Retail	88,128
3	• Winston & Other Competitive Smokers (not Doral) with Cambridge Consideration Set Mentions <u>and</u> high coupon usage	128,730
4	• Other Winston Smokers with Cambridge Consideration Set mentions	<u>36,395</u>
Subtotal		<u>351,020</u>
5	• Other Full-Margin Competitive Smokers with Cambridge Consideration Set mentions (Note: Specific brands could be selected from this group if requested.)	96,336
6	• Remaining Doral Smokers not included above	<u>74,873</u>
Subtotal		<u>171,209</u>
Total Audience		522,229

2049033499